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“जानने का अधिकार, जीने का अधिकार”

Mazdoor Kisan Shakti Sangathan

“The Right to Information, The Right to Live”

“पुराने को छोड़ नये के तरफ”

Jawaharlal Nehru

“Step Out From the Old to the New”

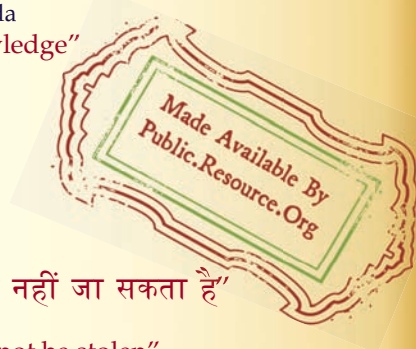
IS 11956 (1987): Guidelines for the preparation of trade catalogues [MSD 5: Documentation and Information]



“ज्ञान से एक नये भारत का निर्माण”

Satyanarayan Gangaram Pitroda

“Invent a New India Using Knowledge”



“ज्ञान एक ऐसा खजाना है जो कभी चुराया नहीं जा सकता है”

Bhartrhari—Nitiśatakam

“Knowledge is such a treasure which cannot be stolen”

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Indian Standard

GUIDELINES FOR
THE PREPARATION OF TRADE CATALOGUES

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BUREAU OF INDIAN STANDARDS
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Indian Standard

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Indian Standard

GUIDELINES FOR THE PREPARATION OF TRADE CATALOGUES

0. FOREWORD

0.1 This Indian Standard was adopted by the Indian Standards Institution on 25 March 1987, after the draft finalized by the Publications and Graphic Technology Sectional Committee had been approved by the Executive Committee.

0.2 Trade catalogue contain information on selection and use of products, which includes materials, processes, etc. As such a trade catalogue should communicate to the potential purchasers and users, in a concise and precise manner, all the required information about the product to enable them to take a decision in selecting and using the appropriate product without losing sight of other competitors/manufacturers. A uniform presentation of information enables users (such as design, purchase, inspection, erection, assembly and maintenance staff) to compare similar products and decide the suitability of one for a particular requirement.

0.3 It is difficult to demarcate useful technical information from advertising or sales information, because technical information also forms part of advertisement or sales information. However, in the interest of the manufacturer, it is suggested that advertising, information and technical information should not be mixed up on the same sheet.

0.4 This guide will help the product manufacturer/producer of the catalogue to communicate the required information in a clearly understood, logical and consistent manner. This guide in no way restricts the freedom of the product manufacturer/producer of the catalogue.

0.5 A blend of presentation techniques, writing, illustrating and production should be used so as to make the communication process effective and appropriate to the user. The basic objective of making essential facts accessible in the shortest possible time may not be achieved unless all aspects of presentation are considered and the best solution to the users' needs identified.

0.6 Catalogues for different markets (for example home and overseas, or developed and under developed countries) and for different products (for example consumer products and industrial/engineering products) may be required. Hence the manufacturer may adopt only such of the clauses of this standard to suit this specific requirements.

1. SCOPE

1.1 This standard provides guidelines for the preparation and presentation of information in trade catalogues. It also includes guidelines relating to publication of trade catalogues.

2. TERMINOLOGY

2.1 For the purpose of this standard the following definitions shall apply.

2.2 Trade Catalogue — Any publication which conveys information to the buyer/user for the selection of a suitable product.

2.3 Book — Book includes every volume, part or division of a volume, and pamphlet, in any language and every sheet of music, map, chart or plan separately printed (*see also* IS : 796-1966*).

2.4 Booklet — A document which has covers but no spine.

2.5 Pamphlet — A sheet or sheets without covers or spine (*see also* IS : 796-1966*).

2.6 Product — Any material or item of any complexity ranging from raw material to a finished product or to a complete engineering system, which is offered for sale. The term also includes services having no material content.

3. CONTENTS

3.1 A trade catalogue may contain any or all of the following categories of information as indicated. The purpose of each category of information is given below:

| <i>Category</i> | <i>Purpose</i> |
|-------------------------------|------------------------------------------------|
| a) Identification and purpose | To identify the product and define the purpose |

*Glossary of cataloguing terms (*first revision*).

| <i>Category</i> | <i>Purpose</i> |
|----------------------------------------------|---------------------------------------------------------------------------|
| b) Functional data | To describe its function and use to facilitate comparison of performance |
| c) Applications | To describe the details of applications |
| d) Specifications | To enumerate technical data |
| e) Ordering information | To facilitate order placement |
| f) Technical and/or aftersales services | To inform availability of after-sales service |
| g) Handling instructions (installation data) | To detail the handling of product at stages such as transit, installation |
| h) Operation and maintenance | To instruct on all aspects of operation and maintenance |
| j) Parts lists | To facilitate parts identification and location |
| k) Modification details | To record changes and provide modification procedures |

4. PRESENTATION AND STYLE

4.1 The matter should be presented in an organized and consistent way to provide information which is technically accurate and easy-to-use. Information about related products should be properly grouped and frequently consulted data should be similarly located on the pages for each product. A clear statement of limitations and warnings/precautions should be given in appropriate sections or grouped under one heading to prevent any possible misuse of the product.

4.1.1 Wherever necessary, the relevant data should be supplemented by figures, sketches, drawings, photographs, etc.

4.1.2 The imperative form should be used for instructions and active voice should be used for descriptive matter.

4.1.3 The extent of information provided will depend on the nature of the product and users' needs; some products will not require any supporting information, while others may require only some of the categories mentioned in **3.1**. Accordingly, the producer should select

the type of the documents (book or booklet, or pamphlet) whichever is appropriate to the product being described.

4.1.4 Ultimately, the information provided should aim at stimulating the desire of the user/purchaser for more information and should act as prelude to further enquiries/discussions paving way for liaison.

4.2 General Information — The following information, wherever applicable, may be given in the catalogue:

- a) Reference number of the catalogue;
- b) Date of publication;
- c) Title of the catalogue including designation/model;
- d) Brand name, if any;
- e) Name of the organization;
- f) Instructions for obtaining copies of the catalogue;
- g) Any limitations on use of the catalogue;
- h) Record of amendments;
- j) Notes on the use of the catalogue (for example, updating procedure), if any; and
- k) List of supplementary or associated publications (for example, standards and specifications of other nations/bodies adopted for the manufacture of the product).

4.2.1 Brand Name — The brand name of the product should be given in full. Where several products share a brand name, brand name of each individual product should be separately identified, wherever applicable. Care should be taken in designing and printing the brand name, product name and the manufacturer's name in such a way that they are easily, clearly and quickly distinguished by the users.

4.2.2 If the catalogue is in the form of a book, the title should also be given on the spine of the book.

4.2.3 If the catalogue is in the form of a booklet or pamphlet, the name of the organization should appear on the edge of the back cover.

4.2.4 Reference Number of Trade Catalogue — A trade catalogue should be given a simple reference number for ease of identification. The reference number shall be given on the top right hand corner of the back cover.

4.3 Cover — Where a cover is provided, items given in 4.2(a) to 4.2(c) should be indicated on the cover. The cover should be presented in a simple and visually attractive manner.

4.4 Title Page — Title page should be given for catalogue containing more than 20 pages. It shall include the following:

- a) Reference number,
- b) Model or designation of product,
- c) Title,
- d) Date of publication, and
- e) Name and address of manufacturer/supplier.

4.5 Contents Page — The contents page should give a list of the main section headings in the order of presentation and indicating the page on which they are found.

5. PRODUCTION OF THE CATALOGUE

5.1 Size — The size of the document should be one of the sizes in a series, preferably A4 (210 × 297 mm), specified in IS : 1064-1980*. Any drawing bigger than A4 size may also be included after suitably folding to A4 size. Kinematic schemes, electrical or hydraulic circuits may be accommodated in A3 or A4 sheets.

5.2 Quality of Paper — The factors to be considered in the choice of the quality of paper shall include:

- a) not so reflective/glossy as to cause discomfort in reading;
- b) sufficiently opaque to prevent show-through;
- c) the stability of the dimensions of monographs, graphs or drawing from which measurements are to be taken;
- d) the need to reproduce fine details; and
- e) sufficient strength to withstand rough use at the shop floor.

5.3 Layout of a Page

5.3.1 Margin — The back margin in the case of A4 size shall not be less than 16 mm for punching and binding for documents.

*Specification for paper sizes (*second revision*).

5.3.1.1 Wherever a document is in the form of multi-folder (consisting of two or more larger sheets with many folds), care should be taken to leave sufficient margin while printing the matter on each fold, so that when the whole document is folded the required space should be left along with the margin for punching holes.

5.3.2 Columns — The text should usually be presented in double columns.

5.4 Reproduction

5.4.1 The requirement of legibility should be considered in the choice of the reproduction process and the type face, interword spacing, line spacing and line length. Type size of less than 2.75 mm (8 point) shall not normally be used. However, 3.5 mm (10 point) and above are preferred for the text.

5.4.2 Variation in Type Face — Varied type sizes and colours (if required) may be used to emphasize the structure of the document (first, second and third level headings) or to distinguish terms or units. Variation in type face should be kept to a minimum.

5.5 Divider Leaves — The divider leaves, when provided, may be cards and/or printed in colour to focus attention. The utility of the divider leaves will be enhanced if they are shown by projecting tabs or thumbs or key board printing (mark on the edges of leaves which indicate where different sections are when the document is closed). The sequence of divider leaves should correspond with major headings in the main contents list.

5.6 Pagination — Pages should be numbered consecutively in international form of numerals. Catalogues divided into parts may have the pages numbered separately for each part indicating both part and page number.

5.7 Binding

5.7.1 Any system of binding giving substantial or permanent anchorage down the left hand side of the document is acceptable, provided it allows the text to lie flat without damage to the spine. The use of loose leaf binders gives additional advantages.

5.7.2 Covers of loose leaf binders should be larger to accommodate pages.

5.8 If the catalogue is in the form of a book having a spine, details on the spine should not be given up to 100 mm from the lower edge.